TV Forecast

15c

OCTOBER 22, 1949

Television Installations & Service

By

Factory Approved Contractors

Only TISA* members offer you

1. **Professional quality service.**
2. **Full stocks of parts and tubes.**
3. **Adequate technical data.**
4. **Full insurance coverage.**
5. **Financial stability.**
6. **Honesty and integrity.**
7. **Unbiased opinions.**
8. **The backing of TISA.**

A West Side Radio & Television
5647 West Madison Street AUstin 7-5454

Aide Sound & Radio Service Corp.
5908 South Troy Street PRospect 6-6575

Central Television Service
3730 North Southport Avenue
EAstgate 7-9500

Chelten Television
2903 East 79th Street ESsex 5-3450

Dealers Radio & Television
816 West 58th Street WEntworth 6-4040

Kent Engineering Company
6250 South Spaulding Avenue
WAlbrook 5-7212

Radio City
5659 South Halsted Street
ENglewood 4-5557

Suburban Radio
605 Hillgrove Avenue LaGrange 3935
LaGrange, Illinois

Television Engineers, Inc.
1539 West Harrison Street TAylor 9-4200

Television Technicians, Inc.
131 North Green Street MOnroe 6-5748

Van Treese Engineering Co.
1451 West 63rd Street WAlbrook 5-0610

Video Tronics, Inc.
5424 North Clark Street LOngbeach 1-4059

*Television Installation Service Association

THIS WEEK •

Life of Riley? 7

Chub McCarthy 9

Good for the Liver! 10

Uncle Herbie 13

Big 10 Football 14

Meet Bob Casey 15

TV in France 18

ON THE COVER

Red Grange, the old Galloping Ghost, can be seen and heard this week Tuesday on WENR-TV, channel 7, in the Chicago Bears Quarterback show. Former All-American from the University of Illinois, and an ex-member of the Bears, Grange posts viewers on pro football.

TV FORECAST

Vol. 2, No. 22—Whole No. 68
October 22, 1949

Chicagoland Edition

Editor, Pat Kubicek
Program Editor, Patricia E. Moran
Advertising Sales, Lester Vihon
Promotionals, Roy V. Whiting
Business, Norbert F. Dompke
Production, John E. Groenings
Circulation, Thomas F. Ingram
Art Director, Herman H. Block

• • • • • •

PUBLISHED WEEKLY BY
TELEVISION FORECAST, Inc.

Phone: FRanklin 2-9563

185 North Wabash Ave. Chicago 1, Ill.
123 N. 13th St. Philadelphia, Pa.
137 Newberry St. Boston 16, Mass.

• • • • • •

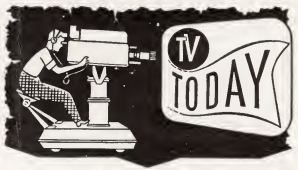
Advertising Rates on Request

• • • • • •

Entered as 2nd class matter at the post office at Chicago, Ill. Additional entry at Philadelphia, Pa., pending.

Subscriptions: $3 per year; 2 years $5; single copies 15 cents.

Copyright 1949 by Television Forecast, Inc.



CHICAGO—

Windy City viewers are wondering where Gail Compton gets the live fleas he feeds his fish on The Pet Shop telecast on NBC here . . . Remember "Goofus?" Wayne King's revival of it on video is resulting in a rush on record shops . . . Quiz Kid Howard Burdett is far from a dull 10 year old. Ask his neighbors about the menagerie of pets in his basement, including a hamster, two dogs, water snakes, crawdads, white mice, and an alligator . . . In his spare time he concocts perfumes from chemicals . . . The day Howard tried to make an atom bomb he blew up the side of the Burdett's garage!

NEW YORK—

A blue ribbon award from the State Fair in New Jersey goes to Kukla, Ollie and the rest of Burr Tillstrom's gang, as the "outstanding show on TV" . . . Watch for more of Jack Arthur on Kraft's Tele Theater. His outstanding acting is drawing plaudits coast-to-coast . . . Video is being used to wage Manhattan politics . . . It is doubtful whether color will take TV out of the red and put it in the black . . . Dennis Day is being auditioned by Colgate for a possible video show.

HOLLYWOOD—

Gloria Winters who portrays Babs on NBC's televersion of The Life of Riley has been named Miss Cinderella here—by the shoe manufacturers of the west coast . . . The Three Johns, Masterson, Reddy and Nelson, will crash headlines of daily, weekly and monthly publications with their TV masterminding.

—KID HOGAN

Saturday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
10:00	4	MULTISCOPE NEWS.	
12:30	5	TOUCHDOWN TIPS.	
12:45	5	FOOTBALL: Penn vs. Navy from Philadelphia.	
	9	CHICAGOLAND NEWSREEL.	
1:05	9	CLUB KICKOFF. Current campus hit songs. Norma Sherry and Nancy Wright.	
1:20	9	FOOTBALL: Ohio State at Wisconsin.	
3:45	9	Test Pattern.	
4:00	4	MULTISCOPE NEWS.	
5:30	4	RED BARBER'S CLUB HOUSE. Interviews with sports personalities. Pancho Gonzales, tennis star will be the guest.	
	7	SAGEBRUSH THEATER, films of the "wild and wooly" west.	
5:45	4	LUCKY PUP REVIEW. Highlights of the week's happenings.	
6:15	4	TRAVEL TIME, films.	
6:30	4	IN THE FIRST PERSON. Interviews with prominent guests. Albert Reese, author of "Prize Prints of the 20th Century" will be present for this session.	
	5	THE NATURE OF THINGS (tentative). Science brought down to the common man's level by Dr. Roy Marshall.	
	7	THE LONE RANGER. Western serial with Clayton Moore and Jay Silverheels. "War Horse."	
6:45	4	BLUES BY BARGY. Piano and vocal selections by Jeanne Bargy.	
	5	LEON PEARSON and the news (tentative).	
6:55	4	RUTHIE ON THE TELEPHONE. Written by Goodman Ace and starring Ruth Gilbert.	
7:00	4	FILM SHORTS.	
	5	MEET YOUR CONGRESS (tentative). Discussion of current topics.	
	7	PAUL WHITEMAN'S TV TEEN CLUB. Teen-age talent led by Paul's daughter Margo.	
	9	WHAT'S THE WORD.	
7:30	5	MIXED DOUBLES (tentative). Domestic comedy show where actual married couples take part in the skits.	
8:00	4	ARMCHAIR DETECTIVE, spine-tingling mystery dramas.	
	5	WHO SAID THAT? Robert Trout m.c. asks John Cameron Swayze.	
	7	HIGH SCHOOL FOOTBALL, Lindbloom vs. Tilden described by Pat Flanagan and Vince Garrity.	
	9	CAVALCADE OF STARS. Jack Carter emcees this variety show. (See pages 10 & 11.)	
8:30	4	FRONTIER THEATER, western film.	
	5	FEATURE FILM.	
9:00	5	MEET THE PRESS. Newspaper men discuss current topics.	
	9	WRESTLING from Marigold. Cyclone Anaya vs. Ivan Rasputin.	
9:30	4	PIX OF THE NEWS.	

(Stations reserve the right to change above listings without notice)

NOW ON CHANNEL 7

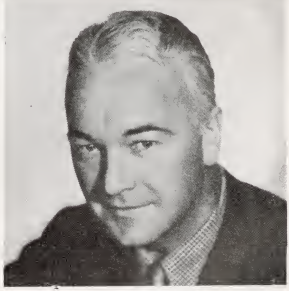
the LONE RANGER

SEE the Lone Ranger and his great horse Silver as he fights for justice and fair play in the sagebrush country.

SATURDAY 6:30 P.M.

Note: For your convenience, there will be a repeat telecast of the Lone Ranger Sunday at 1:30 P.M.

★ ★ ★ ★ ★



"HOPALONG CASSIDY" SUNDAY, 2:00 P.M.

Watch Hoppy and his pals Lucky and Windy, every Sunday afternoon at 2:00—a Channel 7 Sunday after-dinner treat!

WENR-TV
Channel 7

Sunday

WBKB 4		WNBQ 5	WENR-TV 7	WGN-TV 9
12:00	4	MULTISCOPE NEWS.		
12:30	7	AMATEUR HOUR.		
1:30	7	THE LONE RANGER. Sat. repeat.		
1:45	9	FOOTBALL: Phillips vs. St. Ignatius described by Jack Brickhouse.		
2:00	7	HOPALONG CASSIDY, "Three on a Trail."		
3:10	7	KIERAN'S KALEIDOSCOPE.		
4:00	7	SUPER CIRCUS presents the outstanding acts of Romano, the balloonman; The Carltons; Irma and Rio, unicycle team and Williams' dogs and ponies.		
	9	Test Pattern.		
4:45	5	YOU ARE AN ARTIST.		
5:00	5	HOPALONG CASSIDY, western film. Not a repeat of the two o'clock film but another episode.		
	7	SINGING LADY with Ireene Wicker.		
5:30	7	ACTION AUTOGRAPHS. Guest—Johnny Revolta, pro golfer.		
5:45	7	SERENADE musical with Joanelle James, songstress, followed by WEEKLY NEWS ALBUM.		
6:00	4	Test Pattern.		
	5	LINCOLN PARK ZOO.		
	7	MAJORITY RULES, quiz show.		
	9	FRONT ROW CENTER, with Georgie Kaye, m.c. Variety show.		
6:15	4	TRAVEL FILM, films.		
6:30	4	THIS IS SHOW BUSINESS. Clifton Fadiman, m.c. G. S. Kaufman and Abe Burrows. Discussion & Variety.		
	5	ALDRICH FAMILY life with "Henry". Robert Casey (see pg. 15).		
	7	JUDGE ABBOT of Green Hills. A country cleric trys to help his people.		
7:00	4	TOAST OF THE TOWN with Ed Sullivan m.c. of this variety show.		
	5	SUPPER CLUB, with Perry Como.		
	7	THINK FAST. "King of the Mountain," played with questions and answers. Dr. Mason Gross, m.c.		
	9	MYSTERY PLAYERS, "The Hasbeen."		
7:30	5	COLGATE THEATER, drama. "Young Stacey" by Wm. Kendell Clarke.		
	7	LITTLE REVUE, musical variety.		
	9	NEWSREEL REVIEW.		
8:00	4	FRED WARING SHOW, musical variety with the Pennsylvanias.		
	5	PHILCO PLAYHOUSE. "Because of the Lockwoods" starring Bramwell Fletcher and Marjorie Gateson.		
	7	LET THERE BE STARS, from Hollywood variety show.		
	9	CROSS QUESTION, fictional trial.		
9:00	4	BURTON HOLMES travelogue, "Southwestern Wonderland."		
	5	GARROWAY AT LARGE. C. Russell, B. Chapel and J. Haskel—variety.		
	7	CELEBRITY TIME, quiz show with C. Nagel, J. Dailey, I. Chase and Herman Hickman and Peggy Ann Gardner.		
	9	STARS OF TOMORROW.		
9:15	4	PIX OF THE NEWS.		
9:30	4	HANK McCUNE SHOW, variety.		
	7	YOUNG PEOPLE'S CHURCH.		
	9	COURTESY THEATER presents "Major Barbara" with Wendy Hiller, Rex Harrison, Debora Kerr.		
10:00	4	FEATURE FILM, "High Command."		
	7	FEATURE FILM.		

(Stations reserve the right to change above listings without notice)

No. 1 IN TELEVISION

SUNDAY

"HOPALONG CASSIDY"
5:00-6:00 P.M.

★

"ALDRICH FAMILY"
6:30-7:00 P.M.

★

"CHESTERFIELD SUPPER CLUB"
with Perry Como
7:00-7:30 P.M.

★

"COLGATE THEATER"
7:30-8:00 P.M.

★

"PHILCO PLAYHOUSE"
8:00-9:00 P.M.

★

"GARROWAY AT LARGE"
9:00-9:30 P.M.

WNBQ
CHICAGO
CHANNEL 5

YOUR FAMILY WILL ENJOY WGN-TV PROGRAMS ..

FROM THE DuMONT NETWORK

"What's the Word?"
Saturday, 7:00 p.m.

"Cavalcade of Stars"
Saturday, 8:00 p.m.

"Front Row Center"
Sunday, 6:00 p.m.

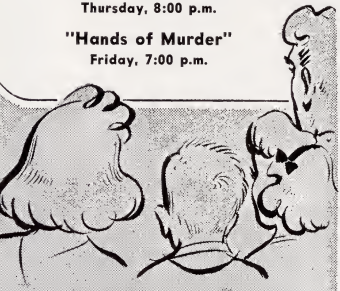
"Small Fry Club"
Mon. thru Fri., 5:00 p.m.

"Court of Current Issues"
Tuesday, 7:00 p.m.

"The O'Neils"
Tuesday, 8:00 p.m.

"Morey Amsterdam"
Thursday, 8:00 p.m.

"Hands of Murder"
Friday, 7:00 p.m.



DUMONT WGN-TV CHANNEL 9 · CHICAGO

LETTERS from READERS

Address letters to The Editor, TV Forecast, 185 N. Wabash, Chicago 1.

Sir:

After reading Donn Mason's "interesting" article I will try to control myself. . . . It is true, there is no place in TV for wooden-Indian announcers with the big voice and no personality or acting ability. A trained salesman would be much better. . . . However, even better is an actor with a background of show business and not sales. TV is still show business (not like radio) and a salesman is only at home with a straight pitch. We both know that TV commercials require gimmicks to attract attention, and that takes acting. . . . Sincerity is the keynote, and we can handle it without too much trouble. Announcers have learned to talk on radio as they do because that is the way "experts" say we have to in order to make a living. We can change when we get the green light.

Chicago, Ill. **JOHN BRYSON**

Sir:

Programs we hasten to turn off: (1) all types of giveaway shows. It is too much to expect thousands of viewers to be interested in someone winning a refrigerator. (2) Silly programs, like Olsen and Johnson; (3) silly couples, like Mary Kay and Johnny, too ridiculous; (4) mediocre singers, who in the absence of talent resort to dreadful facial contortions, especially women singers, and (5) instrumental performers who act as if they were suffering from appendicitis. Art Van Damme is an example.

Evanston, Ill. **AGNES M. ANDERSEN**

Sir:

Glad to see Art Van Damme on his own show. New York can keep Eddie Condon. Art and his local boys are the top swing group, and rate a top spot in video.

Elmhurst, Ill. **HARRY SIMMONS**

Sir:

I get darned sick of reading the complaints of your readers . . . I like TV, and I think it is a good investment for any family.

Chicago, Ill. **MRS. R. HUBST**

Life of Riley? Not for Chester

The first television production ever to be made on 35 millimeter film is WNBQ's "Life of Riley," starring Jackie Gleason as Riley and Rosemary DeCamp as his wife, Peg.

If you haven't seen the show yet, dial channel 5 Tuesday, Oct. 25, and meet Chester A. Riley who sometimes wonders if he really does lead the life of —. Pictured here, Chester listens with seeming interest while Peg reads a list of his household chores before she sets out for a day's shopping.

CHESTER & PEG

You'll also meet Junior, played by Lanny Rees, and Riley's close friend, Gillis, enacted by film comedian Sid Tomack. John Brown appears as Digger O'Dell, the "friendly undertaker." Brown created this role in the radio program and also played it in the movie version. Riley's daughter, Babas, is played by Gloria Winters, a comparative newcomer.

Filmed in Hollywood for release over the video network in New York, the show is the result of an experiment by the Filmtone studios, and is seen on 21 NBC-TV stations interconnected by coaxial cable and individually by 16 affiliate stations.

Pabst Blue Ribbon sponsors the "Life of Riley."

PRICE REDUCED
ON FAMOUS
OLD FORESTER!

NOW ENJOY THE FINEST BOND AT A REAL SAVING

AS IT SAYS ON THE LABEL:

"There is nothing better in the market"

OLD FORESTER

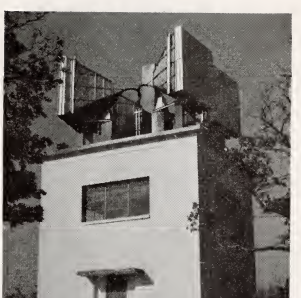
BROWN-FORMAN DISTILLERS CORPORATION
At Louisville in Kentucky

Kentucky Straight Bourbon Whisky • Bottled in Bond
100 Proof

Monday

WBKB 4		WNBQ 5	WENR-TV 7	WGN-TV 9
9:30	4	YOUR SECOND CUP.		
10:00	4	MULTISCOPE NEWS.		
3:00	4	THE HOMEMAKERS' EXCHANGE.		
3:15	5	NEWS TELECAST.		
3:30	4	TV ALBUM.		
3:45	9	FLORENCE B. ELLIS, reviewer.		
4:00	4	MULTISCOPE NEWS.		
	9	WOMEN'S MAGAZINE of the air.		
4:15	5	JUDY SPLINTERS. S. Dinsdale.		
4:30	5	HOWDY DOODY SHOW.		
	9	Test Pattern.		
5:00	4	TV BILLBOARD.		
	9	SMALL FRY CLUB returns to stay.		
5:15	4	COMIC CAPERS, Don and Vera Ward.		
	7	LARRY ON LOCATION.		
5:30	4	LUCKY PUP.		
	9	TRAIL BLAZERS' THEATER, film.		
	4	WRANGLER'S CLUB.		
5:45	7	SLEEPY JOE, for the kids.		
6:00	4	ROAR OF THE RAILS.		
	5	KUKLA, FRAN AND OLLIE.		
	7	DINNER MUSIC.		
6:15	4	CLARK'S CORNER, musical.		
6:30	4	CBS TELEVISION NEWS.		
	5	SHOWROOM with Morton Downey.		
	7	SERIAL: "Vanishing Legion."		
	9	CATALOG QUIZ, Eddie Hubbard m.c.		
6:45	4	WINDOW SHOPPING. Pat Banks.		
	5	NEWS CARAVAN.		
	7	UNCLE MISTLETOE.		
	9	CHICAGOLAND NEWSREEL.		
6:55	4	RUTHIE ON THE TELEPHONE.		
7:00	4	SILVER THEATER, drama, "School for Life" with John Payne.		
	5	TELE-THEATER, drama.		
	7	YOUR WITNESS, mystery story.		
	9	FILM.		
7:15	9	**KORNEY KLOWNS, musical mayhem with Dave Pritchard m.c.** →		
7:30	4	TALENT SCOUTS, Arthur Godfrey.		
	5	VOICE OF FIRESTONE. H. Barlow's orchestra and Christopher Lynch, baritone. Musical.		
	7	COMEDY THEATER, variety.		
	9	**THE AL MORGAN SHOW, musical variety by the maestro of the piano (see ad on page 15).**		
8:00	4	CANDID CAMERA, with Allan Funt catching you off guard.		
	9	THE WORLD IS YOURS, travel film.		
	7	MR. BLACK. Tale No. 5.		
	5	THE BLACK ROBE, police nite court.		
8:15	9	NEW VIEWPOINTS.		
8:30	4	THE GOLDBERGS, the usual family problems confront this one too.		
	5	BAND OF AMERICA—Paul Lavalle.		
	7	ABC BARN DANCE. Lulu Belle and Scotty and the rest of the gang.		
	9	BOXING, professional bouts.		
9:00	4	STUDIO ONE, drama, "Battleship Bismarck," with Paul Lucas.		
	5	QUIZ KIDS, Joe Kelly, quizmaster.		
	7	DR. FIXUM, tips on how to fix it.		
9:30	5	WALT'S WORKSHOP, tips on building and repaid by Walter Durbahn.		
	7	ROLLER DERBY. Chicago vs. Phila.		
10:00	4	ERNIE SIMON interviews people.		
	5	THE WEATHERMAN, Clint Youle.		
10:10	5	CLIFTON UTLEY and the news.		
10:15	4	WRESTLING FROM HOLLYWOOD.		
	7	FEATURE FILM.		
10:30	5	RESERVED FOR GARROWAY.		
10:35	5	BUT NOT FORGOTTEN, Herb Mintz.		
10:45	9	CHICAGOLAND NEWSREEL.		
11:00	4	PIX OF THE NEWS.		
11:15	7	FLANAGRAMS, sports commentary.		

(Stations reserve the right to change above listings without notice)



RELAY STATIONS, like this one on Bear Hill in Waltham, Mass., are typical of the Bell System's video facilities between NY and Boston. Electro-magnetic lenses in the horns on roof receive and beam TV.

NOW . . .

EVERY MONDAY on WGN-TV, CHANNEL 9

the KORNY KLOWNS

7:15 p.m.

Watch the **Korny Klowns** take up where Spike Jones leaves off. 15 entertainment-packed minutes of zany musical confusion that everyone will enjoy. (You'll also get a peek into the workings of a modern furniture factory.)

Presented for your entertainment by HOMER BROS.—Chicago's largest furniture factory selling fine furniture direct to you at factory prices.

Homer Bros.

3053 W. GRAND AVE.
(COR. SACRAMENTO)

GETTING IN

The Last Word

By CHUB McCARTHY

Question: Will Chicagoans see telecasts of the Blackhawk hockey games this fall?

Answer: Maybe, maybe not. Unless some local station finds a sponsor, red-hot Hawk fans will be a very disappointed group. As your old friend McCarthy sits down to write The Last Word, nothing indicates an angel has been found to finance such an undertaking.

Question: Last year WBKB showed the hockey games. Why not this year?

Answer: From what boss Kubicek tells me channel 4 would have trouble squeezing in a hockey game, much as they'd like to. Since the B & K station has taken over the CBS-TV shows from the east, their schedule is so crowded with commercial shows it would take a minor miracle to go back to the good old days of '48.

Question: What about basketball? Will any station cover collegiate games this fall?

Answer: The rumor mill says Yes. Suggest you start a one-man campaign and get everyone in Chicago to write WENR-TV, WGN-TV, WBKB and WNBQ suggesting they televise this popular indoor sport.

Question: Whatever happened to Sid Caesar?

Answer: That's what I'd like to know. Even my mother-in-law agreed that kid Sid was video-kay, but Admiral—who spent a cool fortune running the show last season—this fall doesn't seem to care about bringing back the man that made their name successful cross-country.

Question: Why must we be bored by telecasts of horse racing?

Answer: Good question. Why must we?

TV Forecast for October 25, 1949

Tuesday

WBKB 4		WNBQ 5	WENR-TV 7	WGN-TV 9
10:00	4		MULTISCOPE NEWS.	
2:45	5		NEWS TELECAST.	
3:00	4		THE HOMEMAKERS' EXCHANGE.	
3:45	5		HI! LADIES, games and fun with Claud Kirchner, emcee.	
	9		CHICAGOLAND NEWSREEL.	
4:00	4		MULTISCOPE NEWS.	
	9		CHICAGO COOKS, B. Barkley.	
4:15	5		JUDY SPLINTERS is back.	
4:30	5		HOWDY DOODY SHOW.	
	9		PLAN A ROOM, Paul McAllister.	
4:45	9		SILHOUETTES IN SONG, with the lovely Nancy Wright on the vocals.	
5:00	4		TV BILLBOARD.	
	9		SMALL FRY CLUB.	
5:15	4		COMIC CAPERS with Boo the magic bunny cuting capers.	
	7		LARRY ON LOCATION, a miniature movie company with headquarters in a filing cabinet.	
5:30	4		LUCKY PUP.	
	5		PET SHOP, Gail and Gay Compton.	
	9		TRAIL BLAZERS' THEATER. "Rawhide Mail" with Jack Perrin.	
5:45	4		WRANGLERS' CLUB.	
	7		SLEEPY JOE, for the kids.	
6:00	4		TIME FOR BEANIE.	
	5		KUKLA, FRAN AND OLLIE.	
	7		DINNER MUSIC.	
6:15	4		CLARK'S CORNER, musical.	
6:30	4		CBS TELEVISION NEWS.	
	5		SHOWROOM, with Roberta Quinlan.	
	7		SERIAL: "Vanishing Legion."	
	9		CATALOG QUIZ, telephone quiz.	
6:45	4		WINDOW SHOPPING. Pat Banks.	
	5		NEWS CARAVAN.	
	7		UNCLE MISTLETOE, with Aunt Judy and folks from Candy Cane Lane.	
	9		CHICAGOLAND NEWSREEL.	
6:55	4		RUTHIE ON THE TELEPHONE.	
7:00	4		FRONTIER THEATER.	
	5		STAR THEATER, with Milton Berle and outstanding guest stars.	
	7		KAY MORROW SHOW, fashions.	
	9		COURT OF CURRENT ISSUES. Ideas on trial. Discussion.	
7:15	7		FILM SHORTS.	
8:00	4		BURGESS HOBBY PARADE with Phil Lewis emcee.	
	5		FIRESIDE THEATER, "Heartbeat" and "Mardi Gras" with Mary Ware.	
	7		BEARS' QUARTERBACK CLUB.	
	9		THE O'NEILLS, domestic comedy.	
8:30	4		SUSPENSE, drama.	
	5		LIFE OF RILEY, with Jackie Gleason and Rosemary DeCamp (see pg. 7).	
	7		NATIONAL JEWISH CONGRESS, panel discussion: "Has the De-Nazification of Germany failed?"	
	9		WRESTLING from Midway Arena.	
9:00	4		CARDINAL TOUCHDOWN CLUB with Bob Elson and Marshall Goldberg and Cards-Lions game films.	
	5		ORIGINAL AMATEUR HOUR, with Ted Mack emcee.	
	7		TOMORROW'S CHAMPIONS, boxing.	
9:30	4		FILM SHORTS.	
10:00	4		ERNIE SIMON, the curbstone cutup.	
	5		THE WEATHERMAN, Clint Youle.	
10:10	5		CLIFTON UTLEY and the news.	
10:15	4		PIX OF THE NEWS.	
10:30	5		RESERVED FOR GARROWAY.	
10:35	5		BUT NOT FORGOTTEN, Herb Mintz.	
10:45	7		FANA-GRAMS, sports news.	
	9		CHICAGOLAND NEWSREEL.	

(Stations reserve the right to change above listings without notice)

JACK CARTER HAS MO

SATURDAY night brings Brooklyn-born (pause for a laugh) Jack Carter, DuMont's contribution to liver sufferers in a star-studded show that keeps the coaxial cable warm from the east coast to Chicago.

Seen on WGN-TV, channel 9, Cavalcade of Stars is a TV program on which most Paramount stars from gaudy Hollywood go out of their way to keep pace with MC Carter, zaney but game.

Our photog had trouble taking pictures on the Carter show; claimed madman Jack left him weak from laughter. However, he managed to snap Zero Mostel (top left) whose villainous intentions seemingly go by unnoticed by Carter. After all, the kid is wrapped up in glamour star Janet Blair.

Not wanting to be dull a moment, Carter can make a quick change in less time than it takes to say "This is the DuMont network," and viewers suddenly find the ham singing Grand Opera with Mimi Benzelle (bottom left), Metropolitan star. Also seen in this

RE STARS THAN PILLS

photo are the Barry Sisters and the Dunhills, recently seen at the Chicago Theater.

One thing Carter doesn't mind is to be surrounded by the chorus of cuties seen on the Walgreen show. And who would? The payoff comes when Jack gets to meet thrushes like Joan Merrill (top right), a recent guest on the Saturday breath-taker.

Carter and Milton Douglas, producer and director, are proud of the list of celebrities who have appeared on channel 9. Joan Edwards, Ella Logan, Marilyn Maxwell, Betty Bruce, Vivian Blaine, Henny Youngman, and Ethel Smith have all mixed it with Carter.

Gladys Swarthout, Georgia Gibbs, Hazel Scott, Olga San Juan, Kitty Carlisle, Cab Calloway and Marie (the Body) McDonald are a few more name-stars who make Carter's liver pills just the thing for TViewers who need a pick-me-up.

Carter got into show business after he won a Major Bowes amateur contest.

"CHICAGOLAND NEWSREEL"

Mon. thru Fri., 6:45 & 10:45 p.m.
Sunday, 7:30 p.m.

"When there's big news breaking, I don't worry about missing it. I turn on the Chicagoland Newsreel when I get home and sure enough Giese, Geckler, Batholomew, Kubik or Hayden were there and got the action on film. Big fires, shooting frays, ships ablaze, mysterious explosions—they get them all, it seems. And lots of human interest stuff besides."

Larry Wolters
Radio & TV Ed. Chicago Tribune

"One of the best handled news programs in radio or TV. The newspaper training of the cameramen is apparent in the speed and quality of the pictures."

Jack Mabley
TV Ed. Chicago Daily News

"Newcomers to Chicago get a good look at the town through the eyes of this newsreel. The only one, and by far the best of any that come over the cable from the East."

Chub McCarthy
TV Forecast

DUMONT

TV Forecast for October 26, 1949

Wednesday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
9:30	4	YOUR SECOND CUP (of coffee), with Linn Burton.	
10:00	4	MULTISCOPE NEWS.	
3:00	4	THE HOMEMAKERS' EXCHANGE.	
3:15	5	NEWS TELECAST.	
3:30	4	TV ALBUM.	
3:45	9	CHICAGOLAND NEWSREEL.	
4:00	4	MULTISCOPE NEWS.	
	9	WOMEN'S MAGAZINE of the air, Ruth Crowley and Rush Hughes.	
4:15	5	JUDY SPLINTERS.	
4:30	5	HOWDY DOODY SHOW.	
	9	HEALTH TALKS: Peanuts, Pennies and Safety Pins.	
5:00	9	SMALL FRY CLUB.	
	4	TV BILLBOARD.	
5:15	4	COMIC CAPERS, fun and magic with the Wards and Boo the bunny.	
	7	LARRY ON LOCATION.	
	9	FILM.	
5:30	4	LUCKY PUP. Foodini, Pinhead and Jolo entertain you.	
	9	TRAIL BLAZERS' THEATER. "Tracy Rides."	
5:45	4	WRANGLERS' CLUB.	
	7	SLEEPY JOE.	
6:00	4	TIME FOR BEANIE.	
	5	KUKLA, FRAN AND OLLIE, entertainment for the whole family.	
	7	DINNER MUSIC.	
6:15	4	CLARK'S CORNER, musical.	
6:30	4	CBS TELEVISION NEWS.	
	5	SHOWROOM, with Morton Downey.	
	7	SERIAL: "Vanishing Legion."	
	9	CATALOG QUIZ.	
6:45	4	EARL WRIGHTSON, musical show.	
	5	NEWS CARAVAN.	
	7	UNCLE MISTLETOE.	
	9	CHICAGOLAND NEWSREEL.	
7:00	4	ARTHUR GODFREY and his friends.	
	5	CRISIS, drama. True stories from the lives of ordinary people from all walks of life.	
	7	ACTOR'S STUDIO, drama "Clarissa."	
	9	FEATURE FILM, "Women Aren't Angels."	
7:30	5	THE CLOCK, mystery drama.	
8:00	4	FLOOR SHOW, with Dunninger the mentalist and Paul Winchell.	
	5	KRAFT TELEVISION THEATER, "To Dream Again."	
	7	FILM SHORTS.	
	9	THE WORLD IS YOURS, travel film.	
8:15	9	FILM.	
8:30	4	THIS WEEK IN SPORTS.	
	7	WRESTLING from Rainbo Arena.	
	9	FILM VARIETIES.	
8:45	4	FILM SHORTS.	
9:00	4	TOURNAMENT OF CHAMPIONS.	
	5	BREAK THE BANK. Bert Parks emcees this give-away show.	
	9	STOP, LOOK AND LEARN. H. Isbell with prizes for household tips.	
9:30	5	FILM.	
	9	DATE NIGHT. Ever make a blind date? Watch and see how it's done.	
9:45	5	JIM HURLBUT'S feature stories.	
10:00	4	ERNIE SIMON, the curbstone cutup.	
	5	THE WEATHERMAN, Clint Youle.	
	9	FEATURE FILM, "Today I Hang."	
10:10	5	CLIFTON UTLEY and the news.	
10:15	4	PIX OF THE NEWS.	
10:30	5	RESERVED FOR GARROWAY.	
10:35	5	BUT NOT FORGOTTEN.	
10:45	7	FLANA-GRAMS, sport news.	
11:15	9	CHICAGOLAND NEWSREEL.	

(Stations reserve the right to change above listings without notice)

Thursday

WBKB 4	WNBQ 5	WFNR-TV 7	WGN-TV 9
10:00	4	MULTISCOPE NEWS.	
2:45	5	NEWS TELECAST.	
3:00	4	THE HOMEMAKERS' EXCHANGE.	
3:30	4	TV ALBUM.	
3:45	5	HI! LADIES.	
	9	CHICAGOLAND NEWSREEL.	
4:00	4	MULTISCOPE NEWS.	
	9	CHICAGO COOKS, B. Barkley.	
4:15	5	JUDY SPLINTERS.	
4:30	5	HOWDY DOODY SHOW.	
	9	INDIVIDUALLY YOURS.	
4:45	9	SILHOUETTES IN SONG.	
5:00	4	TV BILLBOARD.	
	9	SMALL FRY CLUB.	
5:15	4	COMIC CAPERS.	
	7	LARRY ON LOCATION.	
5:30	4	LUCKY PUP.	
	9	TRAIL BLAZERS' THEATER, "Fighting Hero."	
5:45	4	WRANGLERS' CLUB.	
	7	SLEEPY JOE.	
6:00	4	TIME FOR BEANIE.	
	5	KUKLA, FRAN AND OLLIE.	
	7	DINNER MUSIC.	
6:15	4	CLARK'S CORNER, musical.	
6:30	4	CBS TELEVISION NEWS.	
	5	SHOWROOM with Roberta Quinlan.	
	7	SERIAL: "Vanishing Legion."	
	9	CATALOG QUIZ.	
6:45	4	WINDOW SHOPPING, Pat Banks.	
	5	NEWS CARAVAN.	
	7	UNCLE MISTLETOE.	
	9	CHICAGOLAND NEWSREEL.	
6:55	4	RUTHIE ON THE TELEPHONE.	
7:00	4	FRONT PAGE with John Daly and Mark Roberts, newspaper men. Join in a circulation war in Center City.	
	5	HOLLYWOOD PREMIERE, "Walter Fortune" with Howard De Silva.	
	7	STOP THE MUSIC. Money and prizes galore, just name the tune.	
	9	SPELL WITH ISBELL.	
7:30	4	INSIDE U.S.A. with Peter Lind Hayes. Variety show.	
	5	MARY KAY AND JOHNNY, comedy.	
	9	FILM.	
8:00	4	ED WYNN SHOW, variety show with the "King of Jesters."	
	5	FIREBALL FUN FOR ALL. Olsen and Johnson show. Variety.	
	7	CRUSADE IN EUROPE, Chapter 26, "The Review."	
	9	MOREY AMSTERDAM SHOW, musical variety in a night club setting.	
8:25	7	HEADLINER, news story of the week.	
8:30	4	MIDWEST VIEWPOINT.	
	7	STARRING BORIS KARLOFF, mystery dramas with this master of horror.	
	9	WRESTLING from Madison AC.	
8:45	4	WBKB MYSTERY THEATER.	
9:00	5	MARTIN KANE, private eye, starring William Gargan.	
	7	ROLLER DERBY. Joe Hassel and Ken Neidel narrate.	
9:30	5	WAYNE KING SHOW, musical with the master of the waltz set.	
10:00	4	ERNIE SIMON, the curbstone cutup.	
	5	THE WEATHERMAN, Clint Youle.	
10:10	5	CLIFTON UTLEY and the news.	
10:15	4	PIX OF THE NEWS.	
	7	A COUPLE OF JOES.	
10:30	7	RESERVED FOR GARROWAY.	
10:25	5	BUT NOT FORGOTTEN.	
10:45	9	CHICAGOLAND NEWSREEL.	
11:00	7	FLAMA-GRAMS.	

(Stations reserve the right to change above listings without notice)

UNCLE HERBIE For Children Only

THIS week a number of children surprised me with letters, all of which I have read and answered before I started to write my regular column.

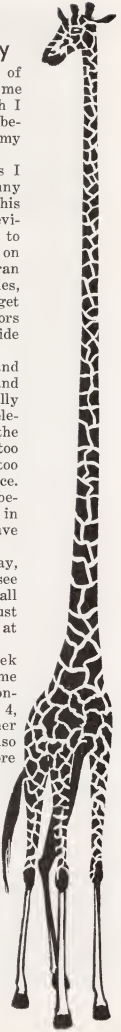
In some of my letters I told them what a funny thing happened to me this week at one Chicago television studio. I was invited to make a guest appearance on a show for children and ran into all sorts of difficulties, the first being how to get into the very low elevators in the building so as to ride up to the studio.

With some heaving and help from janitors and mechanics I was finally jammed into a freight elevator, only to find out the roof of the studio was too low, and the camera too small to even catch my face. So my first chance to become a star was nipped in the bud, all because I have such a long neck.

It isn't always that way, though. After all, I do see the baseball and football games free of charge, just by peeking over the fence at Wrigley field.

Little Marilyn Dudek wrote in this week to tell me how much she missed "Frontier Theater" on channel 4, especially Tex Ritter, her favorite cowboy. She also wants to see some more Charlie Chan films. Thinks they're lots of fun.

Then there was the letter from little Kitty Friewald who hopes to see more of Robert Q. Lewis. Like all of us, she wonders what Q. stands for, and I am writing to tell her it is a mystery no one will explain.



Big 10 Football

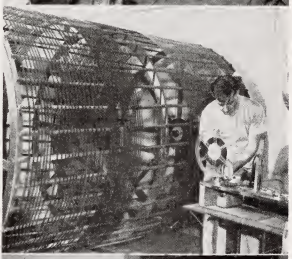
With the advent of TV, a football game no longer ends at the final gun.

Fifty people may work seven days to bring that game to the Chicago sports audience, as is the case of Big Ten Football, the Ford dealers weekly series telecast on WGN-TV, channel 9.

This Friday you'll see and hear Jack Brickhouse and Wilfrid Smith (bottom right) cover the highlights of Saturday's games. This is the story of how such a feature comes to your screen.

The day of the game finds Al Bishop (above right) entering Northwestern university gates. It doesn't take Bishop long to get into action in the photog's booth overlooking the stadium. That's NU assistant coach Dutch Lonborg talking to Al about the Wildcat squad.

After the game the films are sent to processing studios, where, after the proper editing and commentary are added, they are mailed to various cities throughout the nation telecasting the local Ford dealers show.



HANDY SUBSCRIPTION FORM

TV Forecast
185 N. WABASH AVE.
CHICAGO 1, ILLINOIS

☐ 2 YEARS $5
☐ 1 YEAR $3

☐ *Remittance Enclosed* ☐ *Bill Me*

Please allow 2 weeks for processing of subscription

NAME_____

ADDRESS_____

CITY_____ ZONE_____

STATE_____ DATE_____

PHONE NO._____

Bob Casey, With Luck and Talent, Wins Henry Aldrich Role at NBC

By PATRICIA COOPER

A really bemused young man is Robert Casey. He walked into the kind of part most actors spend years trying to land.

And Bob admits he's still pretty dazed by his luck. He's the lad who read in a radio tip sheet that a Henry Aldrich was being sought for WNBQ's TV series of the Aldrich family; walked in, got the audition, read the part cold—and got the job.

Bob had had no radio or screen experience, his stage roles had been limited to summer stock, and this show marks his debut into video.

Born in Rochester, N. Y., in 1927, young Mr. Casey lived in Chicago, Milwaukee, Baltimore, and finally Scarsdale, N. Y., where the family settled down long enough for Bob to attend high school. While attending Carnegie Tech Bob studied dramatics, and was one of 10 ambitious youths who founded the Sterling Players in Butler, Pa., which gave him the chance to try his hand at all phases of theater, from painting scenery to acting. In summer months he also acted with the New London Players in New Hampshire. Last June he had a radio audition, but nothing came of it.

Bob, a bachelor, is a blue-eyed blond of medium height and weight. He comes from a family of non-show people. His mother is an amateur musician, and his sister is studying opera. His father actually did appear on the stage professionally at one time when he played the French horn in a Navy jazz band. But he lasted only six weeks, and to this day won't tell his son why he quit for a more conservative career of engineering.

In this uniformly musical family, Bob is musical, too. At least he used to be. He played a trumpet with enthusiasm, until his solos ceased—at the request of his neighbors.

The Aldrich family is sponsored by Jello, a General Foods product.

WE WANT YOUR TELEVISION SET

Trade in your small screen set for a new modern large screen receiver! We'll give you as much as $250.00 for your old set, depending on size and condition. Pick a new one from our large selection of RCA-Victor, Admiral, Philco, Zenith, Stromberg-Carlson, General Electric and Motorola receivers. GET THE BEST DEAL IN TOWN AT TELE-TRONICS!

Watch the "Al Morgan Show" (Network) WGN-TV Mon. 7:30 p.m.

TELE-TRONICS

2440 W. Devon 3137 N. Central

WTMJ-TV Program Schedule Channel 3

THE MILWAUKEE JOURNAL TELEVISION STATION
OCTOBER 22 THROUGH OCTOBER 28, 1949

SATURDAY, OCTOBER 22

1:00 YOUR FBI BULLETIN.
1:20 FOOTBALL, OHIO STATE VS. WISCONSIN
3:50 PLANKINTON SPORTS ROUNDUP.
4:00 WILD WEST THEATER.
5:00 FILM.
5:30 THE JAYCEE AT YOUR SERVICE.
6:00 FILM.
6:30 DUNNINGER AND PAUL WINCHELL SHOW.
7:00 ARTHUR GODFREY, CBS.
8:00 WHO SAID THAT.
8:30 MOREY AMSTERDAM, DuM.
9:00 TOP VIEWS IN SPORTS.
9:15 To be announced.
10:30 NEWS AND TOMORROW TELEVISION.

SUNDAY, OCTOBER 23

2:45 UNITED NATIONS ROUND TABLE.
3:00 BIBLE STORIES.
3:30 YOU'RE THE JUDGE.
4:00 WAKE KING SHOW.
4:20 PLANKINTON'S SPORTS ROUNDUP.
4:30 SUPER CIRCUS, ABC.
5:00 SINGING LADY, ABC.
5:30 FILM PROGRAM.
5:45 SERENADE.
6:00 FRED WARING SHOW.
7:00 CHESTERFIELD SUPPER CLUB.
7:30 COLGATE THEATER.
8:00 PHILCO TELEVISION PLAYHOUSE.
9:00 "CRUSADE IN EUROPE," ABC.
9:25 HEADLINER, ABC.
9:30 THE TELENEWS WEEKLY.
9:50 ROVING CAMPRAS.
10:00 CELEBRITY TIME, ABC.
10:30 AMAZING DR. POLGAR.
10:40 TOMORROW'S TELEVISION.

MONDAY, OCTOBER 24

5:00 RADIO CITY ORCHESTRA.
5:30 CARTOON FUN.
5:45 VI AND JERRY WAGNER.
6:00 KUKLA, FRAN AND OLLIE, NBC.
6:30 THE SPORTS PICTURE.
6:45 CAMEL NEWS CARAVAN, NBC.
7:00 CHEVROLET TELE-THEATRE, NBC.
7:30 VOICE OF FIRESTONE, NBC.
8:00 IT IS SHOW BUSINESS.
8:30 THE GOLDBERGS, CBS.
9:00 THE GUIZ KIDS, NBC.
9:30 THE GRENADIERS.
10:30 NEWS, AND TOMORROW'S TELEVISION.

TUESDAY, OCTOBER 25

5:00 RADIO CITY ORCHESTRA.
5:30 YOUR LIBRARY STORY.
5:45 VI AND JERRY WAGNER.
6:00 KUKLA, FRAN AND OLLIE, NBC.
6:30 THE SPORTS PICTURE.
6:45 CAMEL NEWS CARAVAN, NBC.
7:00 TEXACO STAR THEATER, NBC.
8:00 FIRESIDE THEATER, NBC.
8:30 LIFE OF RILEY.
9:00 AMATEUR HOUR.
10:00 SQUARE DANCE JAMBOREE.
10:30 NEWS AND TOMORROW'S TELEVISION.

WEDNESDAY, OCTOBER 26

5:00 RADIO CITY ORCHESTRA.
5:30 MUSEUM EXPLORERS' CLUB.
5:45 VI AND JERRY WAGNER.
6:00 KUKLA, FRAN & OLLIE, NBC.
6:30 THE SPORTS PICTURE.
6:45 CAMEL NEWS CARAVAN, NBC
7:00 SILVER THEATER, CBS.
7:30 THE CLOCK, NBC.
8:00 KRAFT TELEVISION THEATER, NBC.
9:00 BREAK THE BANK.
9:30 SALUTE TO WISCONSIN.
10:00 GUESSING GAME.
10:30 NEWS AND TOMORROW'S TELEVISION.

THURSDAY, OCTOBER 27

5:00 RADIO CITY ORCHESTRA.
5:30 LUCKY PUP.
5:45 VI AND JERRY WAGNER.
6:00 KUKLA, FRAN & OLLIE, NBC.
6:30 THE SPORTS PICTURE.
6:45 CAMEL NEWS CARAVAN, NBC.
7:00 STOP THE MUSIC, NBC.
8:00 OLSEN AND JOHNSON, NBC.
9:00 PRIVATE EYE, NBC.
9:30 WRESTLING.
10:45 NEWS.
10:47 TOMORROW'S TELEVISION.

FRIDAY, OCTOBER 28

5:00 RADIO CITY ORCHESTRA.
5:30 LITTLE AMATEURS.
5:45 VI AND JERRY WAGNER.
6:00 KUKLA, FRAN & OLLIE, NBC.
6:30 THE SPORTS PICTURE.
6:45 CAMEL NEWS CARAVAN, NBC.
7:00 "MAMA," CBS.
7:30 ED WYNN SHOW.
8:00 VERSATILE VARIETIES, NBC.
8:30 BIG TEN FOOTBALL FILMS.
9:00 BOXING, NBC.
9:45 GREATEST FIGHTS, NBC.
10:00 THE GAY RANCHEROS.
10:30 ROLLER DERBY.
11:15 NEWS & TOMORROW'S TELEVISION.

"WRESTLING FROM HOLLYWOOD"

with commentator
RUSS DAVIS

Friday at 10:15 P.M.

Over

WBKB

Enjoy fast and furious wrestling bouts featuring the nation's greatest wrestling stars direct from Hollywood.

Presented by

CHICAGO'S LAST SPORTS SHOP

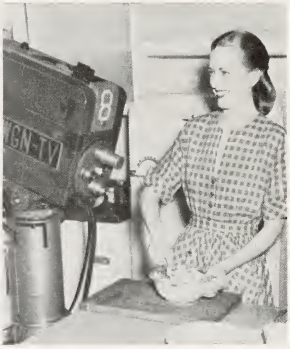
(Affiliated With Chicago's Last Liquor Store)

Your First Stop For Savings

10520 Indianapolis Avenue

Friday

WBKB 4		WNBQ 5	WENR-TV 7	WGN-TV 9
10:00	4	MULTISCOPE NEWS.		
3:00	4	THE HOMEMAKER'S EXCHANGE.		
3:15	5	NEWS TELECAST.		
3:30	4	TV ALBUM.		
3:45	9	CHICAGOLAND NEWSREEL.		
4:00	4	MULTISCOPE NEWS.		
	9	WOMEN'S MAGAZINE of the air.		
4:15	5	JUDY SPLINTERS.		
4:30	5	HOWDY DOODY SHOW.		
	9	FILM.		
4:45	9	SILHOUETTES IN SONG.		
5:00	4	TV BILLBOARD.		
	9	SMALL FRY CLUB.		
5:15	4	COMIC CAPERS.		
	7	LARRY ON LOCATION.		
5:30	4	LUCKY PUP.		
	9	TRAIL BLAZERS' THEATER, "Trigger Tom."		
5:45	4	WRANGLERS' CLUB.		
	7	SLEEPY JOE.		
6:00	4	TIME FOR BEANIE.		
	5	KUKLA, FRAN AND OLLIE.		
	7	DINNER MUSIC.		
6:15	4	CLARK'S CORNER, musical.		
6:30	4	CBS TELEVISION NEWS.		
	5	SHOWROOM, with Morton Downey.		
	7	SERIAL: "Vanishing Legion."		
	9	CATALOG QUIZ.		
6:45	4	WINDOW SHOPPING.		
	5	NEWS CARAVAN.		
	7	UNCLE MISTLETOE.		
	9	CHICAGOLAND NEWSREEL.		
6:55	4	RUTHIE ON THE TELEPHONE.		
7:00	4	MAMA, life of the Hansen family.		
	5	HOPALONG CASSIDY, western.		
	7	NATIONAL PRO-HIGHLIGHTS.		
	9	HANDS OF MURDER.		
7:30	4	MAN AGAINST CRIME, mystery series starring Ralph Bellamy.		
	7	BLIND DATE, Ariene Francis m.c.		
	9	**BIG TEN FOOTBALL. Wilfred Smith and Jack Brickhouse narrating. Also film clips of recent games (see page 17).** ⟶		
8:00	4	54TH STREET REVUE with Al Bernie emcee of this variety show.		
	5	VERSATILE VARIETIES. Geo. Givot m.c. with Al Capp, and Given & Ferris.		
	7	HOLLYWOOD SCREEN TEST. Guest: Elizabeth Patterson.		
	9	THE WORLD IS YOURS, travel film.		
8:15	9	FILM.		
8:30	5	BIG STORY. A reporter makes a date with a madman who keeps it elsewhere.		
	7	FUN FOR THE MONEY, quiz show.		
	9	SPORTS PAYOFF, J. Brickhouse m.c.		
9:00	4	PEOPLES' PLATFORM, discussion.		
	5	BOXING BOUTS. Sandy Sadder of N. Y. vs. Paddy De Marco of Brooklyn.		
	7	OUR GAL TONI, unique disc jockey show with guest stars.		
	9	AMATEUR BOXING from Madison.		
9:30	4	TRAVEL TIME.		
9:45	4	FILM SHORTS.		
	5	GREATEST FIGHTS. Nova vs. Baer.		
10:00	4	ERNIE SIMON, the curbstone cutup.		
	5	TOUCHDOWN CLUB, films.		
	7	FLANA-GRAMS, sports commentary.		
10:15	4	WRESTLING FROM HOLLYWOOD.		
⟵		**West coast glamour boys perform (see pg. 16).**		
10:30	5	RESERVED FOR GARROWAY.		
10:35	5	THE WEATHERMAN, Clint Youle.		
10:45	5	BUT NOT FORGOTTEN, Herb Mintz.		
	9	CHICAGOLAND NEWSREEL.		
11:00	4	PIX OF THE NEWS.		



HOME EXPERT Barbara Barkley can be seen and heard this week on WGN-TV, channel 9, as she offers helpful tips and hints on how to keep the man of the house happy. Her apple pie recipe is out of this world.

Reporter Finds Swimming Pool In Middle of Paris TV Studio

By BETTY JANE STEARNS

It may be true that when good Americans die they go to Paris, but when good American TV men die, I think they would be very unhappy at the prospect. Yes, Paris has television . . . but like everything else in that tantalizing city video is run in a way that may seem capricious to us, but is easily explained by saying simply "It's Parisian!"

The strange case of TV in Paris is that, during the summer, if you can find a Frenchman among the tourists to ask about video, he won't know what you're talking about.

A beehive of activity during the winter, the home of government-supported TV at 15 Rue Cognac-jay puts its "at work" sign away, stops the cameras and thinks about next year's schedule when summer rolls 'round.

It would not take much imagination to calculate the squawks from U.S. set owners and advertisers if our studios took the summer months off. But in Paris, nobody seems to mind. This is partly due to the exodus of the Parisian population, and partly to the fact that TV sets are still too expensive to be bought by a great number of people.

The average 16 inch receiver costs about $450; the lowest price set about $180. This compares favorably with low U.S. prices, but it is still a tremendous investment for the low-salaried Frenchman, who is unwilling to spend this sum for a receiver which gives him a definition of only 450 lines.

French TV seems to be moving up and down on a teeter-totter between the sublime and ridiculous. As far as technical advances are concerned, they teeter near the sublime. French engineers have developed a definition of 819 lines, which gives a picture practically as clear as that in our motion pictures. However, receivers for this picture are still costly, and rather rare, so the studios must continue transmission from the Eiffel Tower (pictured here) at both the medium and high definition.

Cognac-jay TV headquarters are housed in a vast, modern building originally planned as an apartment house, but given over to the television service soon after the end of the war. The size and design of the studios would probably have most British video men green with envy.

Cognac-jay's no. 1 studio, reputed to be the biggest in the world, is at least 100 feet square, complete with noiseless cranes that run over the entire area. But what's a meal without its piece de resistance? As the French would have it, this studio contains a 30 foot swimming pool, right smack in the middle of the floor, and for convenience sake is hidden under removable floor boards.

What a treat for those advertising men who publicized the pen that writes under water!

But before the soap company rushes to Paris to photograph its own brand of foam, they really ought to be informed there is no advertising on French television.

DON'T BE A TINKER!

CONSULT THIS PAGE FOR SPEEDY, DEPENDABLE EXPERT SERVICE

CHICAGO

west

EXPERT RADIO & TELEVISION SERVICE
15 S. Austin Phone: ESterbrook 8-0656

southeast

SOUTH SIDE TELEVISION COMPANY
2651 E. 75th St. REgent 4-4045

south

AMERICAN RADIO LABORATORY
6321 S. University FAirfax 4-9000

central

RADIOLECTRIC SALES AND SERVICE
3624 W. North DIckens 2-6728

northwest

PRECISION TELEVISION SERVICE CO.
3441 W. Montrose COrnelia 7-2225

TELEVISION SERVICE COMPANY
3124 W. Montrose INdependence 3-8000

north

CHAMBERS RADIO AND TELEVISION
3546 N. Ashland Ave. BUckingham 1-7373

BRUMLIK RADIO & TELEVISION
7004-6 N. Western Ave.
HOllycourt 5-2949, 5-2895

SUBURBS

wilmette and northshore

AIR VISION, INC.
1185 Wilmette Ave. Wilmette 6050

southern cook county

B & H RADIO SALES & SERVICE
60 East 154th St. Harvey 400

evanston, ill.

BECKERS
801 Dempster St. UNiversity 4-1640

oak park, ill.

TOM HARRIGAN, INC.
442 W. Madison St. AUstin 7-1220
EUclid 6-6300

whiting, ind.

RADIO CENTER
1542 119th St. Whiting 307

gary, ind. and vicinity

STREIGHT TELEVISION REPAIR
118 W. 5th Gary 6864

near north

FRITZEL RADIO & TELEVISION LABORATORIES
454 West North Ave. MIchigan 2-7100

AMERICAL RADIO SERVICE
1362 N. Sedgwick MOhawk 4-2300

SAMPLE COPY

F. Rink
5702 W. Dakin
Chicago 34

Channel 4 Forecast

"Mama"

Friday, 7:00 p.m.

The escapades of the Hansens' will charm you

"Man Against Crime"

Friday, 7:30 p.m.

Gang-busting stories featuring Ralph Bellamy

"Your Second Cup"

Mon. and Wed., 9:30 p.m.

Linn Burton breakfasts with the ladies, with laughs the main course

Cardinal Touchdown Club

Tues., 9:00 p.m.

Highlights of Cardinal games with Bob Elson and Marshall Goldberg

* WBKB CHICAGO

BALABAN & KATZ TELEVISION THEATRE

Scanned from the collection of the Prelinger Library. 2019.

Digitization and post-production completed in the University of Wisconsin-Madison's Department of Communication Arts, with funding from the California Digital Library.

University of California
CDL
California Digital Library

MEDIA HISTORY
DIGITAL LIBRARY

www.mediahistoryproject.org